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MEMORANDUM

PUBLIC AFFAIRS DEPARTMENT

May 31st, 1976

Mr. P. F. Bartha
Room 446
B U I L D I N G



In an endeavour to systematically gather more information about public pressure groups and their effects on the increasing "politicization" of the petroleum business environment, attached is Part I of a two-part study on pressure groups that covers:

- Identification of national, provincial pressure groups that are either directly or indirectly involved in energy-related activities.
- Descriptive background information in the area of offices, addresses, major spokesmen, publications, and financial structures of organization.
- An overview of objectives and energy-related activities, and a preliminary analysis of anticipated group postures, credibility/recognition factors, and effect on government/public/media.
- Examination of the six major pressure groups and the main common themes or arguments that exists among the groups.

Upon appropriate review of Part I of this study, a final report (Part II) will be prepared. Part II of the study will include:

- A technical analysis of each major pressure group's position on energy-related issues for accuracy and credibility.
- Recommendations for development of strategies to prevent/respond or adapt to the major pressure groups.

Paul R. Curley

Paul R. Curley

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A handwritten signature in black ink, appearing to read "Paul R. Curley".

Paul R. Curley

PRC
ok

att.

There are six major public-pressure groups that can be identified as having a direct influence (in varying degrees) on public debate and government consideration of Canadian energy problems in general, and of petroleum companies in particular. The six major pressure groups are:

1. CANADIAN ARCTIC RESOURCES COMMITTEE
2. CONSUMERS' ASSOCIATION OF CANADA
3. COMMITTEE FOR JUSTICE AND LIBERTY FOUNDATION
4. ENERGY PROBE
5. COMMITTEE FOR AN INDEPENDENT CANADA
6. PUBLIC PETROLEUM ASSOCIATION OF CANADA

The following are the criteria for inclusion as a main pressure group:

1. Significant participant in the Canadian energy debate.
2. Some national media/public recognition.
3. Scope, size of membership, competence of leadership.

Although the six groups have varying objectives, there are certain themes or dimensions of argument that are common to all the groups. These themes are:

1. There must be a broader social and environmental perspective of the question of energy and northern development. This theme includes settlement of land claims, cultural considerations before development, and a moratorium on the building of the Mackenzie Valley Pipeline and on other proposals to transport oil and gas from the Arctic.
2. Government policy must provide for development of alternative sources of renewable energy and place greater emphasis on energy conservation.
3. The enormous changes in petroleum-productibility estimates and in the security of supply, require that the government and its regulatory agency have access to data and advice other than that offered by the petroleum companies.
4. Government financial assistance be provided to public-interest groups in order that they can provide more effective vehicles for public participation in government decision making.

CANADIAN PRESSURE GROUPS
INVOLVED (DIRECTLY/INDIRECTLY)
IN ENERGY-RELATED ACTIVITIES

| ORGANIZATION | NAT. | PROV. | MAIN INTERESTS | | | MAJOR ENERGY RELATED ACTIVITIES | ANTICIPATED POSTURE | | | GENERAL PUBLIC CREDIBILITY/RECOGNITION | | | GOVERNMENT CREDIBILITY/ RECOGNITION | | | CLOSE ASSOCIATION WITH |
|--|------|-------|----------------|--------|-------------|--|---------------------|----------------------|---------|---|----------|------|--|--------------------|---------------------|------------------------------|
| | | | ECONOMIC | SOCIAL | ENVIRONMENT | | RESPONSIBLE | POTENTIAL PROBLEM | RADICAL | NON EXISTENT | MODERATE | HIGH | NON EXISTENT | LOW TO MODERATE | MODERATE TO HIGH | |
| FEDERATION OF ONTARIO NATURALISTS | | X | | | X | | | X | | X | | | | X | | |
| CANADIANS FOR RESPONSIBLE NORTHERN DEVELOPMENT | | X | X | | | | | | X | X | | | X | | | |
| CANADIAN SCIENTIFIC POLLUTION AND ENVIRONMENTAL CONTROL SOCIETY | | X | | | X | | | X | | X | | | X | | | ENERGY PROBE |
| ARCTIC INSTITUTE OF NORTH AMERICA | X | | X | X | X | | X | | | X | | | | X | | |
| ARCTIC INTERNATIONAL WILDLIFE RANGE SOCIETY | X | | | | X | | | X | | X | | | | X | | CARC |
| CANADIAN ENVIRONMENTAL LAW ASSOCIATION | X | | | X | X | | X | | | | X | | | | X | |
| SIERRA CLUB | X | | | X | X | | | X | | | X | | | X | | |
| GREAT PLAINS PROJECT | X | | X | X | X | | X | | | X | | | | | X | |
| CANADIAN WILDLIFE FEDERATION | X | | | | X | | X | | | | X | | | | X | CARC |
| CANADIAN SOCIETY OF ENVIRONMENTAL BIOLOGISTS | X | | | | X | | X | | | X | | | | X | | |
| COMMITTEE FOR AN INDEPENDENT CANADA | X | | X | X | | X | | | X | | X | | | X | | |
| COMMITTEE FOR JUSTICE AND LIBERTY FOUNDATION | X | | X | X | X | X | | X | | | X | | | | X | |
| CANADIAN ARCTIC RESOURCES COMMITTEE | X | | X | X | X | X | | X | | | X | | | | X | |
| ENERGY PROBE | X | | X | X | X | X | | X | | | X | | | X | | |
| CONSUMERS ASSOCIATION OF CANADA | X | | X | X | X | X | | X | | | | X | | | X | |
| PUBLIC PETROLEUM ASSOCIATION OF CANADA | X | | X | X | X | X | | | X | X | | | | X | | |
| CANADIAN NATURE FEDERATION | X | | | | X | | X | | | X | | | | X | | CARC |

MAJOR SPOKESMEN AND GROUP AFFILIATIONS

| | | |
|------------------|---|-----------------|
| DOUGLAS PIMLOTT | - | CARC, PPAC, CNF |
| ANDREW THOMPSON | - | CARC, AIWRS |
| DAVID TRELEAVEN | - | CIC, PPAC |
| ROBERT PAGE | - | CIC, PPAC |
| JAMES LAXER | - | CIC, PPAC |
| MEL HURTIG | - | CIC, PPAC |
| ABRAHAM ROTSTEIN | - | CIC, PPAC |
| MEL WATKINS | - | CIC, PPAC |

CARC - CANADIAN ARCTIC RESOURCES COMMITTEE

CNF - CANADIAN NATURE FEDERATION

AIWRS - ARCTIC INTERNATIONAL WILDLIFE RANGE SOCIETY

CIC - COMMITTEE FOR INDEPENDENT CANADA

PPAC - PUBLIC PETROLEUM ASSOCIATION OF CANADA

CANADIAN ARCTIC RESOURCES COMMITTEE (CARC)

OFFICE: 46 Elgin Street, Ottawa

MEMBERSHIP: 2,000.

PRINCIPAL OFFICERS: Dr. A. Thompson, chairman
Douglas Pimlott, past chairman
Kitson Vincent, executive director

FINANCE: CARC has been financed by the private sector (brewing and distilling companies), public donations, and some government grants.

PUBLICATIONS: A quarterly information letter entitled Northern Perspectives and a series of policy papers and books on northern issues.

GENERAL OBJECTIVE: To inform Canadians about northern environmental and social issues and to stress the need to develop a higher level of public accountability for northern affairs.

ENERGY-RELATED POSITIONS:

- NEB is an arms-length regulatory agency and, therefore, its advisory and regulatory functions should be split.
- Participation by members of Parliament and the House of Commons in the role of formulating national energy policy should be increased.
- All citizens, and not just those with economic interests, should have an opportunity to assert their views on contentious northern issues.
- An in-depth examination of the energy option offered by the Mackenzie Valley and Polar routes is needed.
- The Mackenzie Valley pipeline should be delayed so not to upset other major issues: settlement of land claims, development of goals and objectives for North.
- Granting of oil and gas permits in the North and offshore should no longer be an exclusively bureaucratic domain.

- The use of Delta gas and a pipeline are not officially opposed. In terms of Canada's energy needs, a pipeline would not be needed until the late 1980s, therefore, it would be safe to delay a decision on the matter.
- Offshore drilling in the Arctic could result in far greater environmental problems than building a gas pipeline from either Alaska or the Mackenzie Delta/Beaufort Sea.

CHARACTERISTICS/
CHANGES OVER TIME:

CARC was created in 1971 as a public-interest group. In its first year of operation it did not issue a single public statement. The group has moved from being a low-profile lobbyist (1972-74) to a high-profile committee consisting of lawyers, scientists, officials of native and conservation organizations, and other businessmen. General concern is with northern resource and social issues, and particular concern with northern oil and gas development. Recently the group has been pressing for the participation of Parliament and other public-interest groups in the revision of oil and gas regulations and in a review of other projects such as the Mackenzie Valley pipeline and Beaufort Sea exploration activities.

ANTICIPATED
GROUP/POSTURES:

- CARC can be expected to publicly demand more government openness in its decision-making process. Their position is that there is too much secrecy regarding technical information i.e. offshore-drilling rules were made by the government in consultation with the petroleum industry and consulting firms and without the participation of native people or environmental organizations.
- CARC wishes to see an element of public involvement in northern issues. The primary reason for this is their lack of confidence in government bureaucrats. It can be assumed they will pursue this position vigorously.
- CARC does not advocate nationalization of the petroleum industry. They consider more government (bureaucratic) involvement potentially hazardous to efficient development.

EFFECT ON MEDIA/
PUBLIC GOVERNMENT:

The significance of CARC is its ability to induce reputable persons to offer critical observations about northern development. The high academic quality and integrity of these individuals lends considerable legitimacy to their arguments and makes an impact on the media. General public awareness and understanding of CARC's position is not widespread, but it projects a responsible image to a specific academic audience involved in northern development, to other pressure groups with similar interests, and to parliamentarians.

CONSUMERS' ASSOCIATION OF CANADA (CAC)

OFFICE: 100 Gloucester St.
Ottawa
(613) 238-4840

MEMBERSHIP: Approximately 90,000.

PRINCIPAL OFFICERS: Jim O'Grady, president
Andrew Roman, counsel

PUBLICATIONS: The major publication is a bimonthly magazine Canadian Consumer. It also produces pamphlets and magazines on various consumer topics.

OBJECTIVES: To provide a channel for bringing the views of consumers to the attention of government, producers, and trade and industry. Also, to provide a return channel for information from these groups to the consumer.

ENERGY-RELATED POSITIONS:

- In view of questionable security of supply and the fact that NEB must rely on information provided by industry to determine Canadian natural-gas reserves, the NEB should establish a task force to make a complete, independent inventory of conventional reserves and publish its findings.
- Termination of gas exports is justifiable in order to guarantee that future Canadian needs are met.
- NEB should recognize social and environmental costs of northern development.

CHARACTERISTICS/
CHANGES OVER TIME: CAC is an outgrowth of the women's bureau of the wartime prices and trade board. Through a high-profile lobby and public-relations campaign the CAC traditionally has attempted to draw public attention to what it considers unfair pricing techniques, false advertising, and unsuitable conduct in the market place by large corporations.

In recent times (1975-1976), the CAC has broadened its scope and has become involved in policy issues such as northern development. This change in direction reflects a greater concern for social and environmental issues.

EFFECT ON MEDIA/
PUBLIC/GOVERNMENT:

- CAC presentations to the House of Commons standing committees on national resources and public works have been well received. They also have presented briefs to the NEB.
- CAC is judged by the general public to be the most highly visible and respected interest group. This is evidenced by the credibility levels they received on our Public-Affairs research program.
- Their responsible image brings them favorable media coverage in most public debates.

COMMITTEE FOR JUSTICE AND LIBERTY FOUNDATION (CJLF)

OFFICE: 229 College St.
Toronto, Ont. M5T 1R4

MEMBERSHIP: 1,000 - major concentrations in Alberta,
British Columbia and Ontario.

PRINCIPAL OFFICERS: Mr. Gerald Vandezande, executive director
Mr. John Olthuis, research and policy director

CHARACTERISTICS/
CHANGES OVER TIME: The committee was originally incorporated in
April, 1963 to provide legal and political help
to minority groups in the areas of labor and
education. It is a secular organization that
evolved from the Christian Reformed Church. Its
purpose was broadened in 1973 and energy research
was its first major project. It has participated
as intervenor in the NEB hearings on the Mackenzie
Valley pipeline. It was also the primary group
that brought Supreme Court action to remove Marshall
Crowe as chairman of NEB.

FINANCE: Membership fees and donations constitute its
revenues. Its budget is approximately \$102,000
per year.

PUBLICATIONS: A bimonthly newsletter, and a periodic political
service bulletin that offers commentary on major
Canadian issues.

OBJECTIVE: To obtain a 10-year moratorium on the building of
the Mackenzie Valley pipeline and on all other
proposals to transport oil and gas from the Arctic.

ENERGY-RELATED
POSITIONS: - Wants the government to direct policy towards
a new set of values such as human growth as
opposed to high-energy consumption, economic
growth, and maximizing way of life.
- Proposes that domestic gas supply and deliver-
ability will be secure for 34 years.

1. Established non-frontier reserves are 60.6 trillion cubic feet = 17 years' consumption.
 2. Conservation by waste elimination (30% reduction in energy consumption by 1994) = 4 years' consumption.
 3. Conservation by reduction in domestic use will increase from 2.2 times to 1.5 times by 1988 = 3 years' consumption.
 4. Export cutbacks of 10 trillion cubic feet from a committed 14 trillion cubic feet = 7 years' consumption.
 5. Acceptance of Alberta swap agreement = 3 years.
- Believes the national energy policy should give consideration to the following:
1. Reduction of per-capita growth of energy consumption through waste elimination and demand-reduction programs.
 2. A national effort to develop alternative sources of energy.
 3. Settlement of all native land claims and cultural considerations.
 4. A guarantee, prior to commencement of any energy project, that ecosystem will not be adversely affected.
 5. Setting a royalty and tax provision to ensure that private companies develop public resources for public, rather than private, benefit.
 6. Equitable use of natural-resources revenue to enhance total human welfare, not simply to advance economic-growth principles.
 7. Rapid cutbacks and eventual stoppage of oil and gas exports to U.S.

ANTICIPATED GROUP
POSTURE/STRATEGIES:

Owing to their position that divergent views exist on the deliverability of conventional reserves, and that the NEB has been relying on the petroleum companies for all their data, this group may in future focus on the oil companies.

EFFECT ON MEDIA/
PUBLIC/GOVERNMENT:

In recent months the CJLF has received favorable media coverage for its well-documented approach to government standing committees and for its collaboration with CARC and CAC in their writ to the Supreme Court of Canada to have the NEB chairman removed.

The CJLF has had a low public profile but one can predict that its responsible approach may lead to further positive press coverage and the probability of a higher public profile.

ENERGY PROBE (EP)

OFFICE: 43 Queen's Park Cres.
Toronto
(416) 928-7014

MEMBERSHIP: 2,300 (national).

ORGANIZATION: Is a non-profit project of Pollution Probe Foundation that claims a national membership of 40,000. Dr. Donald Chant, chairman (chairman of zoology department, University of Toronto); William Peden, executive director; Sean Casey, director of research, oil and gas policy.

FINANCE: Energy Probe is financed by grants from the Province of Ontario and donations from the private sector.

PUBLICATIONS: Policy briefs to government bodies and general publications on various issues.

OBJECTIVES; General

- To introduce a broader social and environmental perspective into energy questions in Canada.
- To assist other citizen groups in Canada with an interest in energy policy questions to participate in the decision-making process.

ENERGY-RELATED POSITIONS: It perceives long-term solutions to the energy crisis as a choice between:

- a. expensive energy; intensive, nuclear, centralized, electric society versus
- b. softer technology based upon conservation and renewable resources.

MAIN ARGUMENT: Enforce conservation of energy until other renewable energy sources have been developed.

OTHER POSITIONS:

Current planning of energy industry is oriented toward an attempt to continue rapid energy growth via Arctic pipelines, tar sands plants, huge dam projects and vast expansion in nuclear plants. This rapid energy growth alternative is so costly it's effect shuts off consideration of other options. Energy Probe proposes an alternative future based on energy conservation (to reduce demand by 20% - 30% by 1994) and renewable energy i.e. solar, wind, biomass energy as the cornerstone of energy policy.

- Mackenzie Valley pipeline is a short-term solution and by the year 2000 we will be faced with same problem as 1970.
- Current trend promotes emphasis upon energy-intensive, consumer-oriented society rather than a shift to service-oriented society.
- Polar Gas pipeline has less environmental and social impact costs than Mackenzie Valley pipeline.
- Nuclear energy expansion - Ontario Hydro's proposed \$40 billion expansion choice to rush into nuclear expansion runs the risk of horrendous potential hazards for Canada and its citizens.

CHARACTERISTICS/
CHANGES OVER TIME:

The main Pollution Probe "cell" was founded in 1969 and operates out of the University of Toronto. There are approximately 20 other branches across Ontario, with the main arms in Ottawa and London. Its nucleus is composed of students (graduate and undergraduate) and members of university faculties. Its scope includes all forms of environmental disturbances with a special unit devoted to environmental, sociological and economic aspects of resource development. It is not a primary research group.

EFFECT ON MEDIA/
PUBLIC/GOVERNMENT:

- Energy Probe has received favorable coverage from media when it has taken positions on various issues.
- Its lack of primary research into energy issues has resulted in a negative reception by the parliamentary committee on national resources and public works.

COMMITTEE FOR AN INDEPENDENT CANADA (CIC)

OFFICES:

National: 168 Charlotte St.
Ottawa
(613) 828-3511

Membership: 67 Yonge St.
Toronto
(416) 863-0173

Research and policy committee office:

17 Ullswater Dr.
Ottawa

PRINCIPAL OFFICERS: National chairman: David Treleaven
Past national chairman: Robert Page

MEMBERSHIP: Approximately 7,000.

GENERAL OBJECTIVE: Reduction in level of foreign control of Canadian economy.

BACKGROUND: The CIC was founded in 1971 to promote discussion on issues facing "Canada's economic survival" by Walter Gordon, Peter Newman, Abraham Rotstein, Claude Ryan, Eddie Goodman, Jack McClelland, Pauline Jewett, Jack Biddell and other prominent Canadians.

ENERGY-RELATED POSITIONS: The CIC has appeared before the parliamentary committee on national resources and public works to impress on MPs its view that, insofar as the Mackenzie Valley pipeline is the largest project in Canadian history with wide implications for every citizen, no approval be given for at least 10 years until the following priorities have been met:

1. A full settlement of land claims.
2. Extensive further research to overcome the acute ecological problems.
3. Canadian markets require reserves from the Arctic.
4. The Canadian economy can easily handle the problem of financing.

5. Canada has carried out an inventory of its energy needs and resources, which in turn has allowed it to develop a national energy policy.

OTHER POSITIONS:

Other positions held by the CIC include (1) halting exploration activities in the Beaufort Sea until environmental regulations are in place, and (2) the supply situation from existing southern reserves is more favorable than the National Energy Board has led the country to believe.

During the 1972 federal election, the CIC made a strong bid to make the Arctic Gas pipeline a central issue. Following are the CIC's recommendations to the federal government at that time:

1. "Practical" and "theoretical" control must rest with Canadian public and/or private interests.
2. Design, engineering and construction should be carried out by Canadian-owned firms.
3. Materials used in operation and construction shall be manufactured and produced in Canada provided Canadian manufacturing capacity is not increased beyond an extent that can be justified.
4. Management and directors should be "predominately" Canadian.
5. Adequate arrangements must be made for compensation for the disturbance to and the aboriginal rights of the native peoples, the disturbance of the residents and the protection of the ecology. The development must provide for raising existing standards and conditions of living of the present and future residents of the North.
6. No gas should be exported until the maximum amount of reserves that could be required for future Canadian use are ensured.
7. Canadian revenues should be increased by altering the licenses and leases for oil and gas rights and by ensuring that pipeline profits are not "inordinate".

PUBLICATIONS:

CIC publishes a monthly magazine named The Independencer plus numerous briefs and policy papers on related topics.

CHARACTERISTICS/
CHANGES OVER TIME:

The CIC has moved from its 1971 position of being mainly concerned with uncontrolled foreign investment in Canada to providing alternatives to control of important sectors of the Canadian economy (in particular land and natural resources). It has had input towards development of the Foreign Investment Review Act and pressed the government for adoption of the Petro-Canada bill.

EFFECT ON MEDIA/
PUBLIC/GOVERNMENT:

The CIC has had more influence on government policy than is reflected in media reports of the last few years. Initial spokesmen like Mel Hurtig did much to hurt the credibility of CIC, but recent (1974-1976) spokesmen have tended to present alternative positions documented with research findings to many government bodies. The CIC has tended to have little effect on general public attitude. Although the CIC attracted members from all areas of the country, and occupies a different part of the political spectrum than the Public Petroleum Association of Canada (PPAC), there appears to be some cooperation between the CIC and the PPAC.

PUBLIC PETROLEUM ASSOCIATION OF CANADA (PPAC)

OFFICE; 212 Brookside Dr.
Toronto

(Ottawa office to be opened in future)

FINANCE; \$100,000 annual budget - solicited from
private donations.

| | | |
|---------------------|-----------------|------------------|
| PRINCIPAL OFFICERS: | James Laxer | Larry Pratt |
| | Mel Hurtig | Abraham Rotstein |
| | Ian McDougal | Charles Taylor |
| | Robert Page | Peter Usher |
| | Douglas Pimlott | Mel Watkins |

GENERAL OBJECTIVE: A national petroleum policy that serves the
interests of Canadians.

SPECIFIC OBJECTIVES:

- A public commission of inquiry to be established by the federal government to investigate the enormous change in petroleum producibility estimates made by the oil companies in recent years.
- An end to ownership and control of Canada's petroleum industry by the multinational oil companies (nationalization of one or more of the foreign-owned petroleum companies).
- A policy of petroleum self-sufficiency as a key element in a balanced program of industrial development.
- A serious commitment to safeguarding the environment and ending energy waste.
- Recognition of the rights of Canada's native peoples.

CHARACTERISTICS: The membership of the PPAC has strong representation from the left wing of the New Democratic Party (NDP), a group of academics and a group of nationalists. Its main contention is that the "large, foreign-owned" companies have had the only effective voice in the formulation of Canada's petroleum policies. PPAC maintains the oil companies enjoy a monopoly of information that makes

informed public debate about energy alternatives next to impossible, and that they are using their economic power to convey their view of the situation to Canadians through a massive advertising campaign that promotes not the companies' products but their energy policies.

ANTICIPATED GROUP
POSTURE/STRATEGIES:

The PPAC will promote its aims by engaging in a wide range of activities:

1. Holding public conferences to discuss its view of an alternative petroleum policy for Canada.
2. Carrying out a program of public interest research and development in the petroleum industry.
3. Issuing public statements on energy policy.
4. Preparing media advertisements to provide a counterweight to the oil companies' advertising.
5. Appearing at public hearings relating to the petroleum industry.
6. Pressing the Canadian Radio-Television Commission for a fairness doctrine that would require radio and TV licensees to offer reasonable opportunities for presentation of opposing viewpoints.

EFFECTS ON MEDIA/
PUBLIC/GOVERNMENT:

Although the organization's largely disguised fundamentalism is quite apparent, the sensationalism of its positions and the attraction of platform speakers such as David Lewis at its public functions have attracted CBC radio/TV reports and major daily print press coverage. The Toronto Star in particular has given the PPAC prominence as a result of its agreement in principle with the PPAC on the issue of nationalization of Imperial Oil Limited.

Emphasis of a link between the federal NDP and the PPAC should result in closer examination of PPAC views by parliamentary committees.

ARCTIC INSTITUTE OF NORTH AMERICA (AINA)

OFFICES:

Calgary - University of Calgary

Calgary T2N 1N2

Ottawa ~ Tower A, Place de Ville
Suite 2222
(613) 236-2353

Washington - 1619 New Hampshire Ave. N.W.
(202) 667-1716

MEMBERSHIP:

Approximately 2,000 individuals in Canada and the U.S. Associate membership is open to corporations and includes Arctic Gas, Alyeska, Arco, El Paso, Exxon and other petroleum, transportation and financial companies.

FINANCE:

It operates on a budget in excess of \$1.2 million annually. Roughly two-thirds of these funds are derived from U.S. and Canadian government grants, and the remainder from corporations, foundations, dues and publication sales.

OBJECTIVES:

It is a non-profit organization founded in 1945 to sponsor research and to acquire and make available environmental, sociological and scientific information about the North.

ENERGY-RELATED
ACTIVITIES:

A major technique that it uses to acquire and disseminate information is to convene meetings of scientists, businessmen, educators and government officials, at which current developments are evaluated and attention is called to appropriate courses of action. These seminars assist AINA in playing a sort of mediation role between the business community and other interest groups.

A second important technique it uses to acquire information is to continually undertake research studies in the North, both on its own behalf as well as for Canadian and U.S. clients in the public and private sectors. These reports are subjects of periodic, scientific publications.

PUBLICATIONS:

AINA publishes newsletters and the Arctic Bibliography. It also publishes a quarterly journal called Arctic which has a circulation of 2,000.

ANTICIPATED GROUP
POSTURE/STRATEGY:

Its basic thrust is to ensure that development of the Canadian North is well planned and orderly. It is not against development of the North per se.

EFFECT ON MEDIA/
PUBLIC/GOVERNMENT:

AINA is a highly "responsible" organization in the sense that it is devoid of dogmatism, and is led by a group of distinguished individuals drawn from the business, academic and government communities in Canada and the United States. Non-existent media/public involvement; main thrust of effectiveness is input to government.

FEDERATION OF ONTARIO NATURALISTS (FON)

OFFICE: 1262 Don Mills Rd.
Don Mills, Ontario
(416) 444-8419

MEMBERSHIP: Approximately 14,000.

PRINCIPAL OFFICERS: John Livingstone, president (professor of environmental studies, York University);
Gerald McKeating, executive director

OBJECTIVES & ACTIVITIES: The FON was established in 1931. While the majority of its members are basically naturalists interested in learning more about the outdoors from a hobby point of view, a few of its leading members are far more committed to imposing environmental protection and conservation policies on governments. As a result, the FON has already recommended a parliamentary inquiry into all aspects of northern development.

Its recent activities include a submission of briefs on plans for the development of mountain parks and the canvassing of candidates in provincial elections.

PUBLICATIONS: The FON publishes a bimonthly newsletter, the Ontario Naturalists (quarterly) and the Young Naturalists (10 issues per year).

ANTICIPATED GROUP/POSTURE: Probability that group could get publicly involved in northern issues for it is a politically-oriented organization.

CANADIAN WILDLIFE FEDERATION (CWF)

OFFICE: 1419 Carling Ave.
Ottawa
(613) 725-2191

MEMBERSHIP: Approximately 160,000 affiliate members from across Canada. The Organization membership is made up of 13 provincial and national organizations, including all the principal sportsmens' groups in the country.

PRINCIPAL OFFICER: Mr. Kenneth Brynaut, executive director.

OBJECTIVES & ACTIVITIES: The CWF's membership is composed primarily of hunters and anglers who are conservationists in the sense that they want to preserve and manage resources. The CWF serves as a forum for discussions on appropriate regulations and acts as a low-profile lobby.

The federation worked very closely with early organizers of the Canadian Arctic Resources Committee (CARC) and had a pronounced effectiveness in establishing that interest group. This group also pressured the federal government to set up the task force on northern development.

PUBLICATION: Wildlife News, published quarterly.

ANTICIPATED GROUP/POSTURE: This is a very credible organization. It has attained more public recognition than most other interest groups in this category.

CWF is a highly active and politically oriented group. It's probable to assume that it will be involved in northern-development issues in the future. Francois Bregha (York University activist) has been hired by CWF in order to allow him an opportunity to pursue NEB pipeline intervention.

THE CANADIAN SCIENTIFIC POLLUTION AND
ENVIRONMENTAL CONTROL SOCIETY (SPEC)

OFFICE: 1095 West 7th St.
Vancouver
(604) 736-8404

MEMBERSHIP: Approximately 5,000. About 50 local branches in British Columbia.

OBJECTIVES & ACTIVITIES: SPEC is a B.C.-based version of Ontario's Pollution Probe. Its position before regulatory bodies reflects an extremely keen sensitivity for the environment and a consistent propagation of the zero-growth philosophy. To support these positions, it has leaned on the economic nationalist ideology, anti-Americanism, and a vocal distrust of the oil and gas industry.

PUBLICATION: A bimonthly newsletter, Perspective.

ENERGY-RELATED ACTIVITIES: SPEC has been involved mainly with provincial environmental problems, but recently made representations to the Berger commission. Possibly it may become more active in northern-development issues.

ANTICIPATED GROUP/POSTURE: It is a highly visible public organization in British Columbia. The potential for group involvement in energy-related activities is high.

ARCTIC INTERNATIONAL WILDLIFE RANGE SOCIETY (AIWRS)

OFFICE: Vancouver, B.C.

MEMBERSHIP: Approximately 25 to 40 members drawn from Canada and the United States.

PRINCIPAL OFFICER: Andrew Thompson, (chairman of the B.C. Energy Commission), president.

OBJECTIVES & ACTIVITIES: This group was established in early 1971 in Whitehorse to lobby for the creation of a wildlife range in the northern Yukon that would be similar in function and contiguous to the existing range on Alaska's north slope.

ANTICIPATED GROUP/POSTURE: The Mackenzie Valley pipeline route will pass through the proposed range. At present, the group is awaiting the resolution of the Canadian Arctic Gas application before undertaking the necessary legal steps to create the range. If AIWRS believes the range and the pipeline are incompatible, it will likely intervene in order to delay or attempt to modify the project.

EFFECT ON MEDIA/PUBLIC/GOVERNMENT: It is unlikely that this society will be able to generate widespread public support because of the relative obscurity of its objectives. This group could join forces with a more prominent group to achieve its aim, because the president, Andrew Thompson, is also past chairman of CARC.

CANADIAN SOCIETY OF ENVIRONMENTAL BIOLOGISTS (CSEB)

OFFICE:

962
P.O. Box 2202
Station D F
Ottawa- Toronto
~~(613) 232-4885~~

MEMBERSHIP:

Approximately 400.

OBJECTIVES &
ACTIVITIES:

The CSEB was formerly known as the Canadian Society of Wildlife and Fishery Biologists, which still serves as the title for its quarterly newsletter.

It is fairly active in the submission of briefs at public hearings on parks and other proposed developments.

EFFECT ON MEDIA/
PUBLIC/GOVERNMENT:

The CSEB is an important group by virtue of the high professional standards of its members, but there is no general public recognition of it.

CANADIAN NATURE FEDERATION (CNF)

OFFICE: 46 Elgin St.
Ottawa
(613) 233-3486

MEMBERSHIP: Approximately 10,000.

PRINCIPAL OFFICER: Dr. Douglas Pimlott, president.

OBJECTIVES & ACTIVITIES: Until 1971, the federation was known as the Canadian Audubon Society. Its objectives are to provide educational literature on flora and fauna in Canada and to do scientific research on conservation programs and policies.

PUBLICATIONS: Quarterly magazine called Nature Canada, which has a circulation of about 11,000.

ANTICIPATED GROUP/POSTURE: There aren't any specific energy-related activities, though the president of CNF is also a past chairman of CARC.

EFFECT ON MEDIA/PUBLIC/GOVERNMENT: CNF is a low-profile organization without general public recognition. The federation consists mainly of naturalists who are interested in the wilderness and in the outdoors. They are not a politically oriented group.

GREAT PLAINS PROJECT (GPP)

OFFICE: 241 Jarvis St.
Toronto
(416) 364-3249

MEMBERSHIP: Approximately 100.

PRINCIPAL OFFICERS: Dr. Verne Atrill, chairman.
Richard Rohmer, vice-chairman.

OBJECTIVES & ACTIVITIES: The Great Plains Project was founded in 1970 to advise the prime minister on alternative modes of Arctic development. It was conceived at the time as a non-partisan advisory group that would research various aspects of northern development, present their conclusions, and stimulate public debate.

The membership is drawn from the industrial and academic communities, each member possessing knowledge of a different aspect of northern development.

EFFECT ON MEDIA/
PUBLIC/GOVERNMENT: This is a highly respected group because of the capability of its membership. The group maintains a very low profile and no general public recognition.

CANADIAN ENVIRONMENTAL LAW ASSOCIATION (CELA)

OFFICE: 1 Spadina Cr.
Suite 303
Toronto
(416) 928-7159

MEMBERSHIP: Approximately 350 members across Canada, with the majority in Ontario.

FINANCE: It obtains most of its funding through the Canadian Environmental Law Research Foundation and private donations.

OBJECTIVES: CELA was founded in November, 1970, to make greater use of the available legal processes in order to attain higher environmental standards in Canada.

ACTIVITIES: It has engaged in public-interest litigation, and prepared and presented briefs about law reform. It operates an ongoing environmental complaint service.

CELA frequently provides legal counsel and assistance to individuals who wish to initiate suits against polluters. Their general attitude is that industry has done too little to hold up their end of pollution abatement and environmental control. In addition, CELA maintains that the government agencies are too slow in prosecuting offenders and are not making full use of their legislative powers.

PUBLICATIONS: It publishes a bimonthly, Environmental Law News, and has published two special pieces, The Environmental Law Handbook and Environment on Trial (a citizen's guide to Ontario environment-related laws).

ANTICIPATED GROUP/POSTURE: CELA has not been involved in any major energy-related activities but, in the future, could posture itself with interest groups such as Energy Probe in providing legal assistance.

CREDIBILITY/MEDIA
RECOGNITION:

CELA has a high credibility rating because of the responsible image it has projected. The recognition factor is not as visible because of its low-profile involvement in issues, although the opportunity for highly visible media recognition is apparent.

EVALUATION:

This is a fairly responsible group. Its more radical young members will likely be kept in line by the large number of lawyers who dominate the membership and executive. Although its main activities have been concentrated in Toronto, it has branches in Vancouver, Winnipeg, Windsor, and Ottawa, which give it a much larger horizon.

SIERRA CLUB (SC)

OFFICE: 47 Colborne St.
Toronto

MEMBERSHIP: About 3,000.

BACKGROUND: The Sierra Club is an international organization with a head office in San Francisco. It has chapters in most large Canadian cities, with the Ontario chapter being the largest.

OBJECTIVES: "To protect and conserve our natural resources and to undertake and publish scientific and educational studies concerning all aspects of man's environment and the ecosystems of the world."

ACTIVITIES: The U.S.-based Sierra Club was very involved in the early seventies in the Alaskan oil-pipeline controversy and environmental issues raised with Alaskan development. The Canadian chapters have not been as radical as their U.S. counterparts.

PUBLICATIONS: National News Report (weekly in the United States), books, films, posters, etc.

ANTICIPATED GROUP/POSTURE: The Canadian chapter has not been involved publicly in energy-related issues. There is a possibility that it could get involved in northern issues as its U.S. counterpart did in Alaska.

CANADIANS FOR RESPONSIBLE NORTHERN DEVELOPMENT (CRND)

OFFICE: Edmonton.

MEMBERSHIP: Approximately 100.

PRINCIPAL OFFICER: Dr. John Hart, (head of Canadian studies at Community College, Edmonton), chairman.

OBJECTIVES & ACTIVITIES: The CRND was founded in July, 1973, to draw local attention to U.S. dominance in Canadian resources and industry and the lack of concern for the environment. Their stance and attitudes reflect Hart, who is strongly anti-U.S. and anti-development.

EFFECT ON MEDIA/
PUBLIC/GOVERNMENT: Its lack of expertise in various areas does not provide the group with any media credibility. There isn't public recognition of the group. Also, there isn't much potential for attracting new membership because of the narrow objectives and dogmatic approach to issues.

The Canadian Federation of Independent Business, a national organization representing 32,000 businessmen, recently articulated their position on tri-sector national planning. Their major spokesman John F. Bullock noted their opposition to any form of central planning in Canada by stating "centralized planning has not worked well in any country, nor is it desirable from the point of view of those who value freedom". He also indicated that one of the reasons that central planning would not work in Canada was because of the predominance of foreign ownership, and the inability of governments to control them.

The main contention of the Federation is that concentrations of economic and political power in Canada has brought about the majority of problems in our socio-economic climate. They point out that as economic power concentrates, it becomes increasingly more difficult for governments to work through traditional democratic institutions and with conventional tools of fiscal and monetary policy. To cope, governments gradually acquire greater control over areas which once were the sole domain of individuals. For example, wage and price levels get increasingly set through power relationships rather than the competitive process. Confrontations between big business, big government and their by-product, big labour becomes inevitable. Transfer payments and other forms of social assistance become a necessity to support the casualties of larger power concentration.

The Federation sees the choice for the future as one of a controlled and concentrated society or that of a diffused society of free institutions where self-sufficiency is valued. The diffused society — a marketplace based on competition rather than on control, and a society based on democratic institutions rather than on bureaucratic rule.

Central to the Federation theory is their view that all sectors of the society would benefit if economic and political power were diffused among a larger number of groups and individuals. They state that the majority of Canadians, 50% to 60% are employed by small firms (owner-managed sector) and with no comprehensive set of policies in existence for their large and diverse group; the result has been the stressing of positive methods urging incentives rather than regulation as a means for restructuring the present socio-economic model.

Paul R. Curley
July 8, 1976

PRESSURE GROUP SUMMARY BY SOCIAL MOVEMENT/CONCERN

| SOCIAL MOVEMENT/CONCERN | KEY PRESSURE GROUPS | PETROLEUM-RELATED CONCERNS | | | |
|-------------------------|---|--|--|---|---|
| | | PRIVATE VS. PUBLIC OWNERSHIP | MARKET VS. REGULATORY PRACTICES | NEUTRAL VS. PREFERENTIAL TREATMENT | GROWTH VS. MANAGED DEMAND |
| CONSUMERISM | CONSUMERS ASSOCIATION OF CANADA | regulated private ownership; joint ventures with government; concern for corporate oligopolies/bigness. | emphasis on competition but look to regulation or entry of publicly-owned firms to ensure it; regulation to ensure cost-based pricing and profit control. | little evidence of concern for foreign ownership as such; high concern for corporate conduct. | - favor "conservative society" but not anti-growth per se; - likely opt for allocation in face of scarcity. |
| | CANADIAN FEDERATION OF INDEPENDENT BUSINESS | large private oil companies to be Canadianized, regulated and in some cases, "broken up." | competition through breakup of oligopolies, incentives of new firms and retail divestment by big oil companies. | want Canadianization of major foreign subsidiaries, preferential incentives for small Canadian firms. | strongly favor entrepreneurship and economic growth/opportunities. |
| | GASOLINE RETAIL DEALERS' ASSOCIATION | regulated private ownership. | competition. | (not a major organizational concern). | (not a major organizational concern). |
| ENVIRONMENTALISM | CANADIAN ARCTIC RESOURCES COMMITTEE | private ownership but close government supervision. | market determines prices, etc., but closely-regulated and government-planned energy development; public participation. | only moderately concerned with foreign ownership. | managed demand and energy growth only to meet Canadian needs; enhanced environmental protection/planning. |
| | ENERGY PROBE | close government control if not ownership of northern energy projects. | strict government regulation/planning of energy development and local participation to ensure environmental protection and regional economic benefits. | hostility to American multinationals; discontinue exports except of highly-processed energy products. | advocate aggressive energy conservation and demand control programs and greatly accelerated development of renewable energy sources. |
| | CANADIAN WILDLIFE FEDERATION | (not a major organizational concern). | (not a major organizational concern). | demand more information disclosure by foreign corporations and government. | more planned growth and energy conservation to minimize environmental damage from energy development. |
| NATIONALISM | COMMITTEE FOR AN INDEPENDENT CANADA | public ownership of Imperial Oil to ensure greater competition and public expertise within industry; majority Canadian private ownership of Gulf and Shell also. | public utility-like regulation of oil industry and government planning of energy development; treatment of energy as component of national industrial policy. | strongly favor preferential treatment of Canadian firms, domestic processing, and greatly increased corporate disclosure by foreign firms. | oppose Canadian energy development if largely designed to serve export markets. |
| SOCIALISM | PUBLIC PETROLEUM ASSOCIATION OF CANADA | public utility-type treatment of entire petroleum industry coupled with nationalization of IOL. | management of industry as regulated public utility; planned industrialization based on subsidized energy prices; very strong opposition to world prices for Canada. | preferential treatment of Canadian investment. | strongly opposed to petroleum exports; (e.g. oppose Canadian energy projects largely designed to serve not just Canadian but U.S. energy demand as well). |
| | CANADIAN LABOR CONGRESS | advocate a highly-regulated and government-directed energy sector; - government participation/supervision through nationalization of IOL; - new set of regulatory agencies to supervise and set priorities for industry; - public ownership of new pipelines. | - emphasis on longer-term comprehensive government planning and management of petroleum industry rather than market forces; - advocate regulatory public-utility management of energy projects; - monitoring of all pricing decisions. | - CLC manifesto of 1976 carefully avoids "foreign" ownership issue; - suspicion of private corporations regardless of nationality; | - critical of "excessive" reliance on conventional oil, gas and nuclear; emphasis on alternative sources — especially tar sands and coal gasification; advocacy of expanded research into solar, wind, etc. - verbal advocacy of "conservative society;" - oppose conservation through higher prices; prefers energy consumption standards set by government. |
| CONSERVER SOCIETY | SCIENCE COUNCIL OF CANADA | more concerned with corporate openness and responsiveness rather than ownership as such. | emphasis on normative, longer-term planning and policy coordination rather than market and profit-determined economic behavior. | not a major concern (although indirect criticism of foreign-directed multinational resource development firms; concerned for local community participation in decision-making). | area of major Science Council concern: emphasis on need for conservative-oriented lifestyle, renewable energy sources and environmental protection. |
| | CHURCH GROUPS (e.g. PROJECT NORTH, COMMITTEE FOR JUSTICE AND LIBERTY FOUNDATION, TASK FORCE ON THE CHURCHES AND CORPORATE RESPONSIBILITY) | preference for private ownership but with strict public control and planning. | strong preference for highly-planned and regulated economy (economic activity directed to specific social goals); extreme hostility to profit motive and market system. | see Canadian society as dominated by American multinational corporations; economic nationalism not major concern however. | view "glutinous" Canadian and U.S. energy use as responsible for "premature" exploitation of north; advocate energy conservation and less consumption-oriented lifestyle. |
| MINORITY RIGHTS | NATIVE GROUPS (e.g. INUIT TAPIRISAT, INDIAN BROTHERHOODS) | emphasis on locally-owned industry in north; support for increased regulation of private enterprise. | want land-use planning instead of pure market-determined patterns of development. | strong criticism of foreign-controlled multinationals perceived as exploiting local resources; want greater Canadian ownership. | strong emphasis on reduced/managed energy demand and environmental protection. |

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